

journalists and security analysts that he forecast last December that network television advertising in 1985 would climb by 5% but now calculates the figure will be only 3%, bringing expenditures to about \$8.8 billion for the year.

He stressed that a moderation in advertising growth was expected because 1984 was an advertising-rich year with both the national elections and the Olympics.

Coen observed that advertising is still proceeding at a higher growth rate than most

sectors of the U.S. economy. He explained that national advertising is running 8.3% over 1984 and local advertising about 10.2% higher.

Aside from network television, other media are expected to show comfortable gains in 1985. Coen said spot TV is expected to increase by 8% to more than \$6.2 billion; cable television, up 25% to \$585 million; radio, up 9% to almost \$1.7 billion; magazines, up 8% to more than \$4.3 billion; national newspapers, up 7% to \$3.3 billion,

and direct mail, up 11% to \$15.3 billion.

Taking a look at 1986, Coen said he expects a continuation of moderation in U.S. advertising. His projection is for a 8.5% increase in advertising, bringing total investment to about \$104 billion.

In reply to a question, Coen said he expects an acceleration in the use of 15-second commercials on television. He added that although this approach may contribute to clutter, it will grow "until something better comes along." □

For the Record

As compiled by BROADCASTING, July 10 through July 17, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ **KKEN(AM)** Kenai, Alaska (980 khz)—Seeks transfer of control of Kenai Broadcasting Associates from John Lindauer II (50% before; none after) to John Lindauer III for no consideration. Seller is father of buyer. Elder Lindauer owns **KLAM(AM)** Cordova; **KRXA(AM)** Seward; **KVAK(AM)** Valdez, and is applicant for new AM in Juneau and new FM's in Ketchikan and Cordova, all Alaska. Filed July 16.

■ **KACJ(AM)-KAJJ(FM)** Greenwood, Ark. (AM: 1510 khz; 1 kw-D; FM: 106.3 mhz; 1.3 kw; HAAT: 300 ft.)—Seeks transfer of control of Red, White & Blue Communications Inc. from Carolyn Pollan (50% before; none after) to

Michael A. Kojundic and his wife, Patricia (none before; 50% after) for assumption of liabilities. Seller has no other broadcast interests. Buyer, Patricia, is general sales manager at **KRAV(AM)-KGTQ(FM)** Tulsa, Okla. It has no other broadcast interests. Remainder of stock is owned by Travis Miles, who also has no other broadcast interests. Filed July 15.

■ **KBZT(FM)** San Diego (94.9 mhz; 1.9 kw; HAAT: 1,850 ft. [CP for 21.8 kw and HAAT: 701 ft.])—Seeks assignment of license from Alta Broadcasting Co. to Sandusky Newspapers Inc. for \$9,670,000, comprising \$4,970,000 cash and remainder note, adjusted by assumption of liabilities. Seller is owned by Jim Levitt and his brother, John. It also owns **KEZR(FM)** San Jose. Buyer is principally owned Susan E. White, Alice M. Rau and David R. Fullmer. It publishes Sandusky Register, and through subsidiaries, publishes *Kingsport Times-News*, Kingsport, Tenn.; *Reflector-Herald*, Norwalk, Ohio and *Grand Haven Times*, Grand Haven, Mich. It owns **KNUS(AM)-KBPI(FM)** Denver; **KLSY-FM** Bellevue, Wash.; **KDKB(FM)** Mesa, Ariz.; **KEGL(FM)** Fort Worth, and **KLSI(FM)** Kansas City, Mo. Filed July 12.

■ **KALI(AM)** San Gabriel, Calif. and **WINX(AM)** Rockville, Md. and **WKDM(AM)** New York; **WDJY(FM)** Washington, **KSOL(FM)** San Mateo, Calif. (**KALI(AM)**: 1430 khz; 5 kw-U; **WINX(AM)**: 1600 khz; 1 kw-D; 500 w-N; **WKDM(AM)**: 1380 khz; 5 kw-D; **WDJY(FM)**: 100.3 mhz; 40 kw; HAAT: 330 ft.; **KSOL(FM)**: 107.7 mhz; 5 kw; HAAT: 1,590 ft.)—Seeks transfer of control of Tele-Broadcasters of California Inc. from Suburban Bank, as representative of estate of Richard Eaton to Suburban Bank, as sole trustee. Filed July 9.

■ **KTMS(AM)-KKOO(FM)** Santa Barbara, Calif. (AM: 1250 khz; 2.5 kw-D; 1 kw-N; FM: 97.5 mhz; 16 kw; HAAT: 2,900 ft.)—Seeks assignment of license from News-Press Publishing Co. to F&M Broadcasting Inc. for \$2 million cash. Seller is publisher of *Santa-Barbara News-Press*. It has no other broadcast interests. Buyer is equally owned by Harry S. McMurray and F. Robert Fenton. It owns **KCEY(AM)-KMIX-FM** Turlock, Calif. McMurray also owns **KATO(AM)-KXXQ(FM)** Safford, Ariz. Fenton has interest in **KHSN(AM)-KOOS(FM)** Coos Bay, Ore. and **KMYC(AM)-KRFD(FM)** Marysville, Calif. Filed July 12.

■ **KDOL-AM-FM** Mojave, Calif. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 97.7 mhz; 3 kw; HAAT: 145 ft.)—Seeks assignment of license from Golden Desert Broadcasting Corp. to Chambers Broadcasting for \$475,000. Seller is principally owned by Alton E. Kennedy. Buyer is owned by George L. Chambers and his wife, Bonnie. It also owns **KTPI(FM)** Tehachapi, Calif. Chambers has interest in **KGBR(FM)** Gold Beach, Ore. and **KTCE(FM)** Anson, Texas. It will spin off **KDOL-FM** to Antelope Broadcasting (see below). Filed July 10.

■ **KDOL-FM** Mojave, Calif. (97.7 mhz; 3 kw; HAAT: 145 ft.)—Seeks assignment of license from Chambers Broadcasting to Antelope Broadcasting Co. for \$205,000 cash. Seller is purchasing **KDOL-AM-FM** and spinning off FM. Buyer is principally owned by Ronald H. Carter. It also owns **KAVL-FM** Lancaster, Calif. Filed July 10.

■ **WFTV(TV)** Orlando, Fla. (ch. 9; ABC; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,570 ft.; ant. height above ground: 1,543 ft.)—Seeks assignment of license from SFN Communications of Florida Inc. to WFTV Inc. for \$185,000,000 cash. Seller is publicly owned Orlando, Fla.-based station group of two AM's, one FM and four TV's headed by John Purcell, chairman and president. Buyer is

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